

2 August 1977

STATINTL

MEMORANDUM FOR:

FROM:

SUBJECT:

Planning for October Issue of DDA Exchange

1. At the next meeting of the Associate Editors on 4 August 1977 at 1000, the following topics will be considered for decision and action. This memo is to give you a chance to organize your thoughts.

- a. Author of COMMENT
- b. New DEBATE section
 - (1) Statement of proposition
 - (2) Author of Pro side
 - (3) Author of Con side
- c. Articles to be originated by O/DDA

2. Attached are the minutes of the Executive Board meeting held on 20 May and, for your information, copies of recent correspondence re Exchange.

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Attachments:

- (A) Minutes of DDA Exchange Executive Board Meeting 20 May 1977
- (B) Memo for Senior Editors from DDA dated 13 July 1977, Subject: DDA Exchange
- (C) Routing & Record Sheet to Office Directors from DDA dated 13 July 1977
- (D) Memo for senior DDA careerists in Offices outside of DDA dated 13 July 1977
- (E) Memo for C/P&PD/OL from A/DDA dated 25 July 1977

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Next 2 Page(s) In Document Exempt

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DDA-77-3999

13 JUL 1977

MEMORANDUM FOR: Senior Editors of DDA Exchange

25X1A

FROM : John F. Blake
Deputy Director for Administration

SUBJECT : DDA Exchange

1. ☐ The results of the Reader Survey on this, the first anniversary of DDA Exchange, are indeed gratifying. The success of the magazine must, in great measure, be attributed to your efforts and cooperation. The preparation of manuscripts, collection of graphic material, the meetings with other Senior Editors, distribution of the magazine, and the myriad other, time-consuming tasks, as well as your active support, are reflected in the readers' vote of confidence. On behalf of all the readers, my sincere thanks to each one of you and to those who have assisted you in this endeavor.

2. ☐ As was mentioned at your most recent Editorial Board meeting, I share your concern that perhaps the lower graded employees have not all had the opportunity to read Exchange. MAS, tasked with reviewing this matter and with recommending appropriate action, suggests that restricted circulation might be traced to the erroneous belief held by some that Exchange is intended only for the higher graded personnel. For your information, a copy of MAS's report is forwarded (without its attachments).

3. ☐ Based on your knowledge, observations, and experience, it will be appreciated if you will take such action as is appropriate to assure that all employees in your office understand that Exchange is for all DDA personnel and to assure that all employees are given the opportunity to read Exchange. From the viewpoint of this

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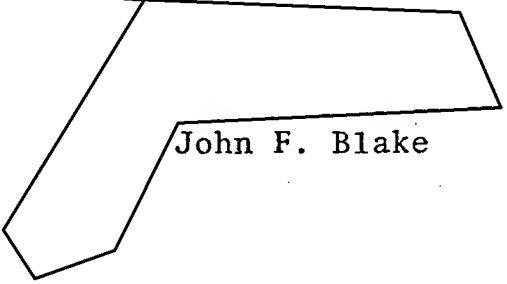
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objective, you might determine what publicity tacks (i.e. word of mouth, staff meetings, memoranda, notices) will be most effective in "spreading the word." You might also review, for possible change, your distribution list--to whom, number of copies, etc. In support of your efforts, a copy of this memorandum is being sent to your office director with the request that he provide you with whatever assistance is needed to achieve success.

25X1A



John F. Blake

Attachment:
As noted

Distribution:

- 1 - Each addressee w/att.
- 1 - Each office director w/att.
- 1 - DDA Subject
- 1 - DDA Chrono
- 1 - MAS Chrono

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USE ONLY☒ CONFIDENTIAL☐ SECRET

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00070007-6

ROUTING AND RECORD SHEET

SUBJECT: (Optional)

DDA Exchange Distribution

FROM:

John F. Blake
Deputy Director for Administration

EXTENSION

NO.

DDA-77-3999

DATE

13 JUL 1977

TO: (Officer designation, room number, and building)

DATE

RECEIVED

FORWARDED

OFFICER'S
INITIALS

COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)

1.

Distribution:

2. 1 - Each Office Director w/atts.
1 - DDA Exchange File
3. 1 - DDA/M&AS Chrono

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

Attached is a copy of a letter that I have sent to each of the Senior Editors of DDA Exchange on this, the first anniversary, to thank them for the time and effort they have expended in supporting the magazine.

The reader survey taken in conjunction with the April issue indicates widespread acceptance of the magazine, indicating it is responsive to a real need. We are concerned, however, at the rate of response by GS-9's and below in contrast with higher grade ranges. It is felt that this might reflect either inadequate distribution patterns or a belief by some that the magazine is intended only for the higher graded employees.

I am asking the Senior Editors to take action to assure that it is understood that the magazine is for all employees and to assure that all employees have the opportunity to read it.

I will appreciate your giving the Senior Editor full support in this regard.

John F. Blake
Deputy Director
for
Administration

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DDA-77-3998

13 Jul 77

MEMORANDUM FOR: See attached listing

FROM : John F. Blake
Deputy Director for Administration

SUBJECT : DDA Exchange

1. ☐ As evidenced by the results of the Reader Survey, which is described in this issue of DDA Exchange, the magazine is rated by employees as being effective. Its reception, the role it has assumed, and the support for continuation is indeed gratifying.

2. ☐ The success of the magazine rests entirely upon the cooperation and support given by Directorate personnel. On behalf of the Editors, accept my thanks for the various ways each one of you has contributed during this, the first year of publication.

3. ☐ Analysis of the results of the Reader Survey reveals an impression by some employees that the magazine is only for the higher grade personnel of the Directorate. This certainly is not the intention. DDA Exchange is for all DDA careerists regardless of grade. Each employee should be given the opportunity to read each issue of the magazine. To erase this erroneous impression, I will appreciate whatever action you can take to assure that the magazine is circulated among all careerists assigned to your office in the metropolitan area. If additional copies are required, please contact the Administrative Associate.

John F. Blake

Downgraded to Unclassified when
separated from Attachment

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DDA 77-4186

25 JUL 1977

MEMORANDUM FOR: Chief, Printing and Photography Division, OL
THROUGH: Director of Logistics
FROM: Michael J. Malanick
Acting Deputy Director for Administration
SUBJECT: Commendation for Support to DDA Exchange

1. The July issue of DDA Exchange, which has just come off the press, reports on the results of a reader survey. That survey, taken in conjunction with the first anniversary edition, gave the readers an opportunity to tell us what they think of DDA Exchange. They did, and they like it.

2. No one person or organizational component can take full credit for the success of the magazine. Its very success rests entirely on the cooperative efforts of many who have given their time, skills, and talents. The contributions of the personnel in the Printing and Photography Division, however, deserve special mention. From the initial design proposal through the final binding of our most recent edition, the combined efforts of each one of the employees has led to creation of an attractive and readable publication.

3. Would you please extend my thanks on behalf of the readers to all of those who have participated in giving to many hundreds of our employees this unique and popular medium for Directorate communications.

/s/ Michael J. Malanick

Michael J. Malanick

Distribution:

Original - Addressee
1 - D/Logistics

1 - DDA Subject

1 - DDA Chrono

1 - MJM Chrono

1 - DDA/M&AS Chrono

DDA/M&AS: [] (22 July 1977)

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